FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00030201 **Type of Permit:** FILMING **Release Date:** 08/03/2010

Production Company THANE DIRECT

Insured Company Name THANE DIRECT
Contact Phone No. 1 323-931-3600
Contact Phone No. 2
Fax 323-931-3500
Address 5900 WILSHIRE BLVD, SUITE 1740
LOS ANGELES, California 90036

Production Title THANE DIRECT

Type of Production Infomercial

Producer Niel Gordon

Director Paul Greenberg

1st AD na na

Production Manager Mark Biase

FilmL.A. Coordinator Yulizza Ramirez

Location Manager Barbara King
Primary Phone Office - 323-931-3600
Secondary Phone Office - 310-740-7133

Location Assistant na na
Primary Phone Office - 000-000-0000
Secondary Phone

Fees

Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $865.00

Number of Locations 1

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Summary Information — Location

Permit Number F00030201
Production Company THANE DIRECT
Insured Company THANE DIRECT
Production Title THANE DIRECT

Location Manager Barbara King
Primary Phone Office - 323-931-3600
Secondary Phone Office - 310-740-7133

Location Address 10449 Sarah St, North Hollywood, CA, 91602

Location Type Private Residence

Film Dates 8/4/2010 - 8/5/2010 07:00 - 19:00

Open or Closed to the Public Closed

Generic Conditions
All vehicles must be parked on private property
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached documents
Thane Direct owner Paul Greenberg letter690.pdf
Toluca Lake July 2009.pdf

Equipment on Location

Type	Quantity
Cube Trucks	1
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	15

Filming Activities Interior and exterior dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 563 **Grid:** B4

Location Notes No parking either side of Sarah between Cahuenga and Ledge. Street is barely 20' wide and is posted No Parking Anytime. Safety issue.
geoffrey 6/2/10

Approvals LOS ANGELES POLICE DEPARTMENT Mark Buck

Parking

Base Camp
Location Type : Location

Crew Parking
Location Type : LAUSD Property

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Permit #F00030201

Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative

I certify that I am a representative of Paul Greenberg / Thane ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 4/26/10

Paul Greenberg / THANE Direct
Name of Principal

By: [signature]
Representative's Signature

PAUL M. GREENBERG
Print Representative's Name

CHIEF CREATIVE OFFICER
Representative's title

5900 WILSHIRE BLVD #1740
LOS ANGELES, CA 90036
Principal's Address

323-931-3600
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

NO PERMIT

SPECIAL FILMING CONDITIONS
TOLUCA LAKE COMMUNITY

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These Special Filming Conditions apply to the area bounded by: Cahuenga Boulevard., Camarillo Street, the Burbank city boundary and the Los Angeles River. **Affected residents must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **At least three signs measuring no less than 2-feet by 3-feet must be posted in public view whenever the company is working in the community.** The signs must have the names of the production company, the production title, the person to contact should something need to be resolved. The signs must also have a production company phone number.

- **Cast and crew must be bused or shuttled to all Toluca Lake residential filming locations.** Only vehicles authorized by the film permit may be parked on the street where filming is to take place. Personal cars are not to be parked on residential streets in the Toluca Lake area.

- **Production vehicle parking will be limited to one side of the street at all times.**

- **Vehicle and/or pedestrian traffic can be halted for periods up to 90 seconds under the authority of FilmL.A.** Longer periods require the concurrence of FilmL.A.

- **Copies of these Special Conditions must be distributed by the production company to every off-duty/retired police officer authorized to work location filming assignments before or at the time of arrival at the location.**

- Production companies must attach copies of these Special Conditions to their call sheets when working in Toluca Lake.

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